

Total No. of Questions : 08

M.Sc. (Garment Manufacturing Technology) (2018 Batch) (Sem.-1)

APPAREL INDUSTRY - AN INTRODUCTION

Subject Code : MSGMT-105-18

Paper ID : [75300]

Time : 3 Hrs.

Max. Marks : 30

INSTRUCTION TO CANDIDATES :

1. A total of FIVE questions have to be attempt in all. Each question carries 6 marks.
2. It is compulsory to attempt any ONE question from each unit.
3. FIFTH question can be attempted from any unit

UNIT-I

1. Explain the different components of an apparel industry.
2. Discuss the development of the apparel industry during industrial revolution and World War I.

UNIT-II

3. Discuss the economic and social influence on fashion and the apparel industry.
4. What is fashion change? Explain the various factors responsible for it and its effect on apparel industry.

UNIT-III

5. Discuss any two major fashion centers of the world and their contribution to India's fashion.
6. What is sourcing? Explain the various points to be kept in mind while sourcing raw material in an apparel industry.

UNIT-IV

7. Discuss departmental and specialty stores and their advantages and disadvantages.
8. What is retailing? Explain franchise retailing and private labels.